

To: Noonan, R, Ridge, Robert, Smith, Richard A., 1600 - Buffalo Region (BURRELL)
From: Macleod, Stephen
Posted: 12/15/97 13:20
Opened: 12/16/97 8:29
Subject: 1998 PDI Allocations

FILE COPY

Gentlemen, just passing along my letter sent to all CA's and how Albany will attack and handle 1998 PDI. Any questions, please contact me.

Regards,

Stephen

Stephen,
VG Letter 8.
Thanks for sharing
with other Dr's
Bill
cc: Dave K
Reverie / FGI
PM's

51861 2176



S. R. MacLeod

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December 16, 1997

To All Albany Category Advisors
RE 1998 PDI Allocations

Ladies and Gentlemen,

The attached is representative of your 1998 PDI allocations. Upon receipt, please begin selling the attached items for retail placement by our Retail Representatives. In my opinion these items need to be sold as part of your joint goals with your retail partners and should be incorporated within your marketing plans with your retailers. Specific location should be sold and agreed upon by our retail partners so these items are not taken down by competition and our resources are not wasted. More importantly they become a strategic part of our presence plans for our retail partners. All items are one per sku which facilitates our objective of ordering directly to retail locations followed up by a specific task request to the affected Retail Representatives for implementation purposes.

Our objective should be to sell and place all allocated item's on/or before July 1, 1998. As you will see our allocations are not excessive and my and your expectations should be to place all items at retail ASAP. Our 1998 PDI items should be available for ordering in January and/or February. We will probably receive a ROU Brief advising us of availability.

So I can track the progress of each Category Advisor's PDI usage the attached allocations will be entered into the system by Category Advisor at the ROU. It is your responsibility to monitor and control allocation usage! Should you run into a situation in which you need more retail presence items, please advise and I will try to re-allocate base on usage.

Please keep in mind that Presence at retail is one our 3P's and is a critical component of driving against our objectives. Presence is an integral part of your accountabilities and how effectively you manage these resources throughout 1998. Remember this may be our last chance with these types of PDI items and let's take advantage of every opportunity presented to us with a sense of urgency.

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Please note that you have already received illustration of what the 1998 PDI items look like for presentation purposes from the ROU and should be helpful when selling to our retail partners.

The following items will be allocated to the Albany Retail Representatives due to sku packing and will become part of the RR's Van Load Plan for 1998 until depleted as follows:

Item Description	SKU Packing	Item Number	#SKUs
Push/Pull Decals Camel	50	498140	9
Push/Pull Decals	50	528215	9
Door/Window Decal Camel	25	498182	18
Door/Window Decal Winston	25	537335	9
Door/Window Decal Doral	25	529964	18
Door/Window Decal Salem	25	537524	23
Business Hours Decals Camel	25	498110	18
Business Hours Decals Winston	25	537353	9
Small Floor Decal Camel	10	527533	55
Small Floor Decal Winston	10	537662	135
"No Bull" Window Decal	25	537341	31

Retail Manager Charlie Norris will handle allocating and insuring orders are secured for the above referenced items. Category Advisors need to note that RR's will be carrying the above as part of their Van Load and give the appropriate task requests as necessary to insure impactful presence at retail.

Charlie, please note that CA's S. Haskin, R. Cote, M. Howard, J. Orlando, and J. Whiting specifically requested a total of 13 sku's of the Salem Door/Window Decal Item Number 537524. Therefore, please make sure affected RR's will be able to cover and support their requests.

Remember "if you understand our objectives -- you can and do make a difference."

Regards,

Stephen

S.R. MacLeod
DM/#1623

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